

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

LRP 0015 – READING FOR ACADEMIC PURPOSES

(FAC 1 & FAC 2)

04 JUNE 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** printed pages with **4** sections.
2. Answer **ALL** questions.
3. Write **ALL** your answers in the Answer Booklet.

SECTION A: SEQUENCING EVENTS [5 MARKS]

Instructions: Read the following passage and answer the questions that follow.

A Game of Checkers

The deliberate making up of news stories to fool or entertain is nothing new. 1
However, the arrival of social media has meant real and fictional stories are now
presented in such a similar way that it can sometimes be difficult to tell the two apart.

While the internet has enabled the sharing of knowledge in ways that previous 5
generations could only have dreamed of, it has also provided ample proof of the line,
often attributed to Winston Churchill, that "a lie gets halfway around the world before
the truth has a chance to get its pants on". It has been proven
through research suggesting an increasing proportion of U.S. adults are getting their
news from social media. It is likely that more and more of us are seeing - and believing
- information that is not just inaccurate, but totally made up. 10

There are hundreds of fake news websites out there, from those which
deliberately imitate real life newspapers, to government propaganda sites, and even
those which tread the line between satire and plain misinformation. One of The
National Report's biggest ever stories was a scare about a US town being cordoned off
with a deadly disease, and as the report written by Edward Montgomery, he explains 15
they have mastered the art of getting people to read and share their fake news offering.
"Obviously the headline is key, and the domain name itself is very much a part of the
formula - you need to have a fake news site that looks as legitimate as can be,"
Montgomery says and adds, "Beyond the headline and the first couple of paragraphs,
people totally stop reading, so as long as the first two or three paragraphs sound like 20
legitimate news, then you can do whatever you want at the end of the story and make it
ridiculous."

Brooke Binkowski from Snopes, one of the largest fact checking websites which
fights online misinformation, believes that while individual fake news stories may not 25
be dangerous, their potential to cause damage becomes more powerful over time and
when considered in the aggregate. An example of such incidence happened to Voricks's
family. It was all a mistake, but that was no comfort to the Voricks family of Southern
California. On a cable television channel in 2005, a news commentator said that the
owner of a grocery store in the Los Angeles area was a terrorist and that he lived at a
certain address in the town of La Habra. The address belonged to the Voricks. Day and 30
night, people drove by their house and shouted rude comments. Someone, apparently
not the best speller in town, spray painted "Terrist" on their property. Their sense of
privacy disappeared as strangers drove up, photographed the house, and drove away
silently. The commentator should have checked his facts before he spoke. The
supposed "terrorist" had once lived at that address, but that was before the Voricks 35
bought it three years earlier. In addition, the man had never been charged with terrorism
or any other crime. The cable network had a lot of apologizing to do.

Mistakes will happen, but the errors in this case were easily preventable. Any
college journalism student would have known what to do - a simple Internet search of
property ownership in La Habra and a quick check to see if the "terrorist" had a police 40
record. Inserting this one priceless step in the process might have taken the staff 30
minutes or so. Carelessly bypassing it was very costly, both for the commentator, who
now has lost his job, and the cable network. Many advertisers are nervous about
purchasing airtime on a network that is perceived as careless. If either the Voricks or

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the alleged terrorist decides to file a lawsuit, the court could levy huge penalties against the cable network, the commentator, or both.

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Buzzfeed's Craig Silverman, who heads a team looking into the effects of fake news, explains just how easily fake news can end up being reported as true by the mainstream media. "A fake news website might publish a hoax then because it is getting social attention, another sight might pick it up, write that story as though it is true and many will not link back to the original fake news website," Silverman says.

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Good fact-checking in a story's life is vital. Any errors must be amended right from the start. Once one magazine or television station has reported a story, others will soon do the same. Consequently, mistakes get passed on and circulated widely. Even if they are eventually discovered, they are very hard to remove from the realm of what 'everybody knows'.

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*Adapted from Lucas, G. (2012, June 5). Game of Checkers. Retrieved from
<https://arxiv.org/pdf/1711.00715.pdf> retrieved on 16 March 2018*

Instructions: Fill in the statements based on the sequence of events for the heading below.

The Vorick's

1. _____.
2. _____.
3. _____.

The Cable Network

4. _____.
5. _____.

Continued...

SECTION B: SUMMARY [15 MARKS]

Instructions: Read the following text carefully. Based on the information, write a summary of about 120 words on *the reasons athletes are used as social media marketing product*.

The Athlete as a Social Media Marketing Product

Social networking has definitely changed the way we connect with the world. News reaches us via Twitter the moment it happens, and there is no need to go to the newsstand in search of a newspaper to find out what is in the press today, and even in our leisure time, we are more focused on that 'second screen', such as the mobile, than on enjoying the moment. Have you ever counted the times you look at your smart phone during the day?

This rapid shift to the digital world has affected all sectors of communication, and marketing is one of them. "Twenty years ago, the media had a great deal of power and advertisers had a lot of faith in paid advertisements", says Edwin Schravessande, professor of e-marketing at the Johan Cruyff University of Tilburg. Today, other communication channels are proliferating. "We need to pay special attention to how the digital world is changing marketing techniques, and it is a challenge for students to acquire new skills to manage digital marketing tools. However, the indiscriminate use of these new channels may have a risk: destroying marketing budgets in campaigns without any kind of effect. What really matters is how you use your communication channels. The history of endorsements by professional athletes gives one insight as to how such opportunities developed and how far the business of endorsements has come since that first baseball bat was endorsed by Honus Wagner over 100 years ago. With the growth of sports media and the sports industry in general, it appears that the market for sports celebrities to endorse products will continue to grow at a significant rate.

We are definitely facing a change of style. Companies have learned to listen to their customers, to give importance to the individual and to offer their consumers stories they really like and information they need. Corporate information and striking logos have become a thing of the past. People of flesh and blood who express a genuine commitment to the products and services of a company have gained prominence and arouse far more interest. Athletes have always been one of the most direct ways to reach consumers. Sport arouses passion, is a source of health, sacrifice, commitment, positivism and, if taken to the elite level, develops the fan phenomenon that has few competitors in other sectors of society. For a brand like Babolat, for example, having a world icon like Rafael Nadal as its top representative is priceless. There is no better way to stand up to your competition than by joining up with the strongest. However, you must know how to do it, and it is not a case of anything goes. This is where knowing how to use social media is fundamental.

Athletes' advertising commitments are an obvious way to boost their extra income, but also one of the most contentious before signing a sponsorship deal. Having a sports star's time at your disposal to go through long filming sessions, which require complex production, is increasingly difficult. For the company, to be absolutely sure that you will reach the audience profile you want also costs money. Social networks are, in many cases, a good tool for avoiding costly market research. They are the shortest, fastest and most direct way to reach your audience through a person who, in that specific community, has more credibility than anyone else. The athlete delivers to their sponsor a consumer base of millions of people who every day are interested in what

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they do, what they feel, and what they consume. There is no need to go to a Nike shop window to see Cristiano Ronaldo's latest boots. He sells them for you directly via a Tweet. For just one message from him, the brand can expect to pay up to \$260,490, but it is still much more affordable than a television commercial. In addition, it saves the athlete's time and hassle. 45

Big name brands can capitalize on an athlete's positive public image by having an athlete endorse a product which aligns with the image and values of the company. A recent Harvard Business School case study states Maria Sharapova was a perfect spokesperson for the Canon PowerShot digital camera because she possesses a number of qualities that fit with the brand being powerful and with precision, and having a sense of style. The best endorsement deals work to match a corporate brand image with an athlete's image in order to target consumers with similar values and increase brand awareness. All these will usually be posted through the celebrities Snapchats or Instagrams where targeted audience or sports fan can view the products at anytime they want. 50 55

Endorsement from athletes helps create competitive advantages in the marketplace which help ensure long term success and profitability of big name companies. The increase in revenue created from competitive advantages of athlete endorsements easily outweighs the costs brands pay athletes in order to endorse products, making athlete product endorsements highly effective. 60

Adapted from Pegoraro, A (2014) *The Athlete as a Social Media Marketing Product* International Sport of Journal Communication Volume 3, Issue 4

SECTION C: COMPREHENSION QUESTIONS [10 MARKS]

Question I (10 marks)

Instructions: Read the following article and answer the questions that follow.

Epidemiology of dengue: past, present and future prospects

Although dengue has been known by several names throughout the world, the term 'dengue' has been universally adapted. The origin of the term "dengue" may be traced to the Swahili word for the disease "ki-dingapepo". The earliest description of an illness called "dengue" can be found in Spanish written records from 1800. The term "denga", or "dyenga," had also been used to designate the disease during outbreaks in East Africa and West Indies during the early 19th century. It was only after the 1828 outbreak in Cuba that the Spanish word "dengue" came into general use, which continues to this day. 1 5

The first documented cases of the severe form of dengue (Dengue Haemorrhagic Fever) were seen in Thailand and Philippines during the 1950s. This severe form of dengue subsequently spread throughout Southeast Asia and expanded globally. In November 15, 1902, Skae reported the first known published account of an outbreak of dengue in Malaya. He described a dengue outbreak in the northern state of Penang from December 1901 to March 1903. Severe dengue (Dengue Haemorrhagic Fever) was first observed in Malaya in the city of Georgetown, Penang in November 1962. From the 1960s dengue cases began to spread into the urban areas of Penang and Kuala Lumpur. By the early 1970s, DHF had spread to the whole Malaysia and has since caused a significant health burden to the population in Malaysia. 10 15

Temperature is known to play a role in adult vector survival, viral replication, and infective periods. An increase in the temperature may result in increased survival and or migration of vectors into previously non-endemic geographic areas outside the tropics. As the proliferation of *Aedes* mosquitoes is climate dependent, climate or 20

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meteorological factors can potentially provide useful information in predictive models. Weather variability has shown to be predictive of dengue activity. According to the Inter-governmental Panel on Climate Change, mean temperatures are predicted to rise globally. This may create climatic and environmental conditions conducive to the proliferation of *Aedes* species in areas that are currently non-endemic. The climatic suitability of many currently non-endemic areas and climatic similarity with endemic areas suggests that both *A. aegypti* and *A. albopictus* (*Aedes* species) could become established or re-established in the near future. This supports the notion that climatic changes, including increased average global temperature and humidity, theoretically, increase the epidemic potential of dengue.

Human factors, including both urban and rural settlement patterns, contribute to currently observed trends of increased incidence and expansion of dengue transmission. Rapid urbanization and population growth have been identified as strong contributing factors to the increase of global dengue transmission and geographic expansion. Urban and suburban development may also provide new man-made breeding sites in the built environment, prior to human inhabitants occupying them. This has been shown even in well-planned and financed situations such as the urban development endeavors in Putrajaya, Malaysia. In this manner, rapid urbanization facilitates the creation of urban breeding sites for the most potent dengue vector, *A. Aegypti*.

MALAYSIA DENGUE CASES 1995 – 2015

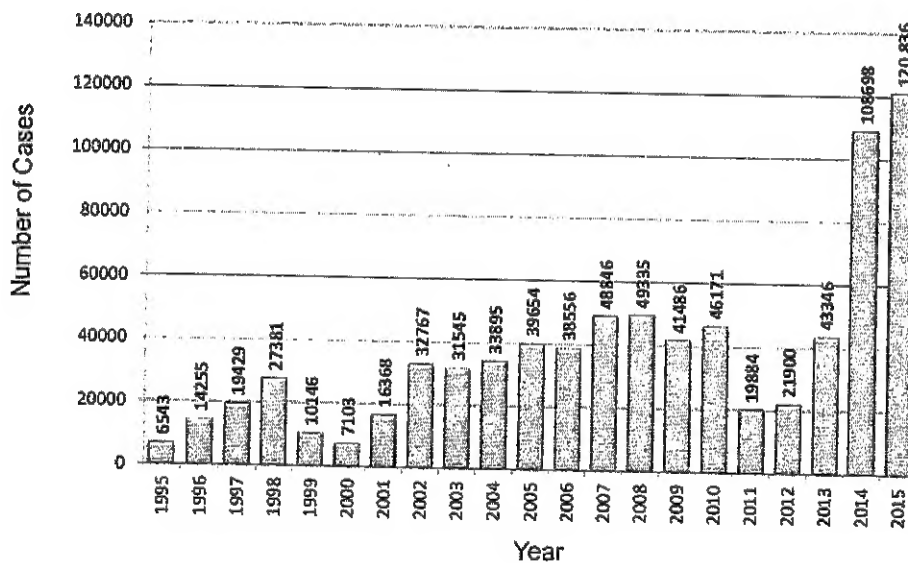


Figure 1: Source taken from <http://imunews.imu.edu.my> (2017)

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Instructions: Answer the following questions in complete sentences.

- a) What initiated the general use of the term “dengue”? (1 mark)
- b) When did the early dengue outbreak occur in Malaysia? (1 mark)
- c) What factor contributes to the widespread of dengue even in non-endemic areas? (2 marks)
- d) Explain how human factors can contribute to the increased incidence of dengue transmission. (3 marks)
- e) State the overall trend of Malaysia dengue cases from 2011 to 2015. (1 mark)
- f) Which year recorded the lowest in the number of dengue cases? (1 mark)
- g) State the years that show a drop in number of dengue cases. (1 mark)

SECTION D: IDIOMS AND PHRASAL VERBS [20 MARKS]

Question 1: Constructing sentences (10 marks)

Instructions: Construct sentences using the following idioms. You may change the verb according to your subject and tenses.

- 1. A chip on your shoulder
- 2. Blue moon
- 3. Cry wolf
- 4. Dark horse
- 5. Head over heels

Question 2: Constructing sentences (10 marks)

Instructions: Construct sentences using the following phrasal verbs. You may change the verb according to your subject and tenses.

- 1. Clam up
- 2. Deal with
- 3. Fall through
- 4. Iron out
- 5. Own up

End of Paper